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Docket 80121F-P  
Customer No. 01333

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of

Dale F. McIntyre, et al

METHOD AND SYSTEM FOR  
ORGANIZING IMAGES

Serial No. 09/470,216

Filed December 22, 1999

Group Art Unit: 3625  
Confirmation No. 5901  
Examiner: Robert M. Pond

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Alexandria, VA. 22313-1450

Sir:

**APPEAL BRIEF TRANSMITTAL**

Enclosed herewith in triplicate is Appellants' Appeal Brief for the above-identified application.

The Commissioner is hereby authorized to charge the Appeal Brief filing fee to Eastman Kodak Company Deposit Account 05-0225. A duplicate copy of this letter is enclosed.

Respectfully submitted,

*Frank Pincelli*

Attorney for Appellants

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Enclosures

If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.

## **Table Of Contents**

<b><u>Table Of Contents</u></b> .....	i
<b><u>Real Party In Interest</u></b> .....	1
<b><u>Related Appeals And Interferences</u></b> .....	1
<b><u>Status Of The Claims</u></b> .....	1
<b><u>Status Of Amendments</u></b> .....	1
<b><u>Summary of Claimed Subject Matter</u></b> .....	1
<b><u>Issues For Review By The Board</u></b> .....	2
<b><u>Arguments</u></b> .....	3
<b><u>Summary</u></b> .....	10
<b><u>Conclusion</u></b> .....	10
<b><u>Appendix I - Claims on Appeal</u></b> .....	11
<b><u>Appendix II - Evidence</u></b> .....	16
Exhibit A - PhotoNet Item U	
Exhibit B - Florida Times	
Exhibit C - Item Processing Report	
Exhibit D - Bloom	



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Alexandria, VA. 22313-1450

Sir:

**APPEAL BRIEF PURSUANT TO 37 C.F.R. 41.37 and 35 U.S.C. 134**

## **APPELLANT'S BRIEF ON APPEAL**

Appellants hereby appeal to the Board of Patent Appeals and Interferences from the Examiner's Final Rejection of claims 1-16, 77 and 78 which was contained in the Office Action mailed October 19, 2004.

A timely Notice of Appeal was filed January 19, 2005.

### **Real Party In Interest**

As indicated above in the caption of the Brief, the Eastman Kodak Company is the real party in interest.

### **Related Appeals And Interferences**

No appeals or interferences are known which will directly affect or be directly affected by or have bearing on the Board's decision in the pending appeal.

### **Status Of The Claims**

Claims 1-16, 77 and 78 are pending in the application.

Appendix I provides a clean, double spaced copy of the claims on appeal.

### **Status Of Amendments**

All amendments affecting the subject claims have been entered. The claims stand as indicated in Appendix I.

### **Summary of Claimed Subject Matter**

The present invention is directed to a method and system for automatically providing at least one goods and/or service by a service provider with respect to a plurality of customer provided images. The method includes providing a database by a service provider 34 (see Fig. 2) for storing digital images with respect to a customer account that is accessible by the customer over a communication network 36. At least one image is provided on behalf of the customer to the

service provider that is stored on the database and is associated with a customer account. The method and system further includes automatically providing goods or services to a recipient designated by the customer incorporating at least one image stored in the database after reaching a predetermined criteria established with respect to the customer account prior to receipt of the images by the service provider that are required to provide the goods and/or services. Thus, as time passes on, goods and/or services are provided upon reaching the established criteria. An example of this would be that a CD or other image product would be provided after a predetermined number of images received over the course of a year or other predetermined time period.

### **Issues For Review By The Board**

The following issues are presented for review by the Board of Patent Appeals and Interferences:

1. Whether claims 1, 3-6, 8, 10-13 and 15 are unpatentable under 35 USC § 102 based upon public use or sale of the invention in view of the PhotoNet reference, Item U #12 (Exhibit A attached).
2. Whether claims 2, 77 and 78 are unpatentable under 35 USC § 103(a) over the PhotoNet reference (Exhibit A) in view of Florida Times (Exhibit B) and further in view of Item Processing Report, Item UU (Exhibit C attached) hereinafter referred to as IPR.
3. Whether claims 7 and 9 are unpatentable as being obvious under 35 USC § 103(a) over PhotoNet reference (Exhibit A) in view of Bloom, Item V (Exhibit D).
4. Whether claim 14 is unpatentable under 35 USC § 103(a) over PhotoNet reference in view of Florida Times.

5. Whether claim 16 is unpatentable under 35 USC § 103(a) over PhotoNet (Exhibit A) in view of Shiota et al. U.S. Patent 6,324,521, and further in view of Official Notice regarding photo albums.

Due to the name similarity of the cited references, the cited publications have been submitted as Exhibits A, B, C and D.

### **Arguments**

**The PhotoNet Reference (Exhibit A) does not anticipate claims 1, 3-6, 8, 10-13 and 15.**

Typically in the prior art when a customer wishes to obtain photographic prints with respect to images captured on film or digitally, the customer would submit the images to the photo service provider requesting the desired product at the time of submission of the images. This requires the user to specifically identify the goods or services each time images are provided. The user would then receive prints back and just simply store them in a shoe box or other place. However, as many people have experienced, over time, many photographs are eventually gathered over time and are not easily organized as they have been provided separately. One of the problems to which the present invention is directed to is to allow the easy organization of images captured over an extended period of time, generally at unpredicted intervals. The present invention solves this problem by providing an easy method that allows the user to submit many images over an extended period of time and have these images automatically provided to a designated recipient in the form of a designated image product. For example, after the submission of numerous images at different times to an image provider has taken place, a single image storage device such as a CD would be automatically produced upon reaching a predetermined criteria. The predetermined criteria could be a period of time, such a year. The images obtained over the year would be automatically provided on a single CD and submitted to the designated recipient at the end of the one-year period of time. Alternatively, if the user captures many images throughout the year, a CD would be sent upon reaching a particular number of images that have been submitted to

the image service provider. In order to accomplish this, a customer must set up an account with a service provider identifying the customer and goods and/or services that are to be provided. For example, if images that are to be provided to the service provider are in the form of rolls of photographic film, the ID of the films may be provided to the service provider whereupon receipt of the identified images will be properly produced and provided with the desired image product upon reaching the predetermined criteria. In this case the predetermined criteria could be receipt of all of the identified rolls of film.

As set forth in independent claim 1, there is provided a method for automatically providing at least one goods or services by the service provider which includes the steps of automatically providing the goods or services to the designated recipient incorporating the at least one stored images after reaching a predetermined criteria established with respect to the customer account prior to receipt of the images by the service provider that are required to provide the goods and/or services.

The Examiner argues at page 7 of the Final Rejection dated October 19, 2004 that the “Customer automatically receiving an e-mail message when the product order is ready to be picked up (Item: U, see at least pages 3-4)” (Exhibit A), and the “Customer automatically receiving both a physical product (prints) and electronic product (digital images) if PhotoNet services are checked prior to the system receiving the film for processing.” However, the PhotoNet article at page “5/17” explains that you can download one image at a time and that you can order reprints and enlargements online. The PhotoNet system was designed to be a system wherein images are automatically uploaded to a photo site that could be accessed by a customer. Initially film would be delivered to the photofinisher and prints would be provided to the customer. At the same time the images would be scanned and placed online by the photofinisher for later accessing by the customer. There is no establishment of a customer account having a predetermined established criteria with respect to the customer account prior to receipt of the images. Quite the contrary, after the images are uploaded, then the user can access the images at the site for placement of orders. A brief description of the operation is also set forth at page “10/17” of Exhibit A. There

is no teaching or suggestion of establishing a predetermined criteria prior to receipt of the film or images whereby goods and services will be automatically provided to the recipient designated by the customer upon reaching the predetermined criteria. What is disclosed in the PhotoNet system is simply a user going to a site and placing orders for image goods or services at the time they access the service and only after the images have already been uploaded.

Applicants respectfully submit that there is no automatically supplying of any goods or services with respect to images stored on the database.

Claims 1, 10, 77 and 78 are independent claims upon which the remaining claims depend at least ultimately. The independent claims are directed to a method and system for automatically providing goods and/or services by a service provider to a customer wherein there is provided a data base that allows for the storing of a plurality of images. In addition, there is provided a customer account having associated therewith a criteria for providing at least one good or service with respect to images that have not yet been received or will be received at a later date by the service provider. Thus, the goods and/or services are identified prior to being able to produce the goods or services. Later, when the predetermined criteria is reached, goods or services are automatically provided to the designated recipient with regard to images that have been received or stored on the data base. The present invention allows for a simple and easy method for providing goods or services, and organizing images upon reaching the identified predetermined criteria. This allows minimal activity on the part of the customer in that all the customer need do is provide the images once having set up the appropriate account and determined the appropriate criteria. In the prior art when a customer submits various images to a photo service provider, the customer receives individual prints or other products associated with the image product. However, as time goes on, the customer is left having a plurality of individual prints or even photo disks as suggested by the Examiner which are not managed but are usually scattered about in shoe boxes. The customer must then manually organize these which can take a substantial amount of time depending on the number of images. The present invention allows a way in which to manage substantially large amounts of images whereby the customer need not do anything.



For example, as previously discussed after say 10 rolls of film, or a year has passed (a predetermined criteria), all the images may be automatically provided on a CD to the customer thereby managing and organizing the images in an efficient manner on behalf of the customer. The prior art fails to teach or suggest a system or method to which the present invention is directed.

**Claims 2- 77 and 78 are not anticipated over PhotoNet Paper 14 (Exhibit D) in view of Florida Times (Exhibit B) and further in view of IPR (Exhibit C.)**

Claim 2 is dependent upon claim 1 and is patentable for the reasons previously discussed with respect to claim 1. In addition, claim 2 specifically sets forth that the predetermined criteria is a time period. There is no teaching or suggestion of automatically providing goods or services to a customer upon receiving a predetermined time period.

The Examiner, in paragraph 2 of the final rejection, argues at page 11 that the PhotoNet and Florida Times teach all of the above as noted under the 103 rejection and teach strong digital images scanned from a roll of film onto a compact disc during a time period predetermined by the system, but do not disclose a predetermined criteria comprised of a predetermined time period. The Examiner relies on IPR teaching storing digital images on a compact disc and further teaching customers can receive their digital images on a daily, weekly or monthly compact disc.

The Florida Times report is nothing more than another publication describing the PhotoNet system, and thus for the reasons previously discussed, does not teach anything that would render independent claim 1 obvious as previously discussed with respect to claim 1.

It is respectfully submitted that the IPR reference is of little relevance to the present invention. In particular, the IPR is directed to an archiving system for storing cancelled checks. It is clear that the system disclosed in IPR is not accessible over a communication network as claimed by Applicant in independent claim 1. Independent claims 1 and 10 specifically set forth providing a database by the service provider for storing digital images with respect to a customer account that is accessible by said customer over a

communication network. By allowing the customer to have access to the stored images, the customer is able to provide modification to images such that goods or services that will be provided upon reaching the predetermined criteria, will incorporate any changes provided by the customer, thus providing a more pleasing desirable product to the customer. The IPR reference does not teach or suggest the accessibility by the customer over a communication network. Further, the present invention allows for the providing of multiple different types of goods or services which incorporate images provided to the service provider. For example, hardcopy prints, T-shirts, in addition CDs may be provided to the customer. This is in contrast to the IPR reference which is simply scanning text and then writing the scanned information onto a CD. Furthermore, claims 1 and 10 specifically set forth the sending of goods or services that incorporate the images to a recipient designated by the customer. Since what is being copied are checks, the checks are going to be returned to the person originating the check. In the present invention, the goods or services that are to be provided may be sent to the customer or any person designated to receive such products, such as relatives or close friends. Accordingly, Applicant respectfully submits that the IPR reference is directed to a system totally apart and distinct from the present invention and there would be no motivation, teaching or suggestion to combine the IPR reference with either of the other two cited references.

When patentability turns on the question of obviousness, the search for and analysis of the prior art includes evidence relevant to the finding of whether there is a teaching, motivation or suggestion to select and combine the references relied upon as evidence of obviousness. See *In re Lee* CAFC 277 Fed 3<sup>rd</sup> 1338 (61 USPQ 2<sup>nd</sup> 1430) 2002 at page 1434. The Court stated:

“Our case law makes it clear that the best defense against the subtle but powerful attraction of a hindsight-based obviousness analysis is rigorous application of the requirement for a showing of the teaching or motivation to combine prior art references.”

“teachings of references can be combined only if there is some suggestion or incentive to do so.”

In the instant case, the IPR reference is directed to a banking system whereas the PhotoNet is directed to a image sharing and managing system where images are designed to be freely accessed over a communication network and shared. One would not look to the check storage archiving of the IPR system to provide the open accessible on-line photo network system of the PhotoNet system. The two are directed to two totally different type systems/businesses for providing totally different services. The PhotoNet system is directed to providing on-line photo center for accessing images over a remote communication network for ordering goods and/or services incorporating supplied images, whereas the IPR is simply directed to a system for storing cancelled checks on a CD. Applicant respectfully submits that it would not be obvious to combine the references or obtain the invention as set forth by Applicants for the reasons set forth above. Nor is there any teaching, suggestion or motivation to combine the banking system of IPR with the PhotoNet system.

With regard to independent claims 77 and 78, these are directed to a method and system for automatically providing goods or services with respect to a plurality of customer provided images which include providing a database by a service provider for storing plurality of images in digital format with respect to a customer account and associating therewith a criteria established by the customer for providing at least one goods or service with respect to the image to be later provided which incorporates at least one image from the plurality of images stored on the database. As previously discussed, the PhotoNet reference (Exhibit A) does not teach or suggest the establishment of the predetermined criteria. As previously discussed, these claims are not limited to a particular goods or service to be provided and can be sent to any designated party, and is not restricted to returning of the goods or services to the customer that set up the account. In addition, this is also distinguishable over the IPR reference for many of the same reasons previously discussed in that the IPR is not a system designed for incorporating images in various goods and/or services. The check that is forwarded is not an image designed to be incorporated into goods or services but are just simply being archived, nor can they be sent to any designated party.

The Examiner argues that the PhotoNet Reference discloses automatically providing a product to a customer accessing the customer provided digital images stored on an online database, a customer receiving a floppy disk containing a number of digital images. The Examiner states that the predetermined criteria is established by the maximum number of exposures of a roll of film submitted by the customer, however, Applicant respectfully submits that the Examiner has missed the key element of Applicant's claimed invention. The PhotoNet disk to which the Examiner refers to is nothing more than the user selecting the ordering of goods at the time of providing the images. The disc provided with the PhotoNet system is not based on a particular criteria with regard to images that are later received by the service provider as claimed by Applicant. Any disc provided by PhotoNet is based on a customer order at the time of submission of the images. There is no teaching or suggestion in the PhotoNet services of establishing a predetermined criteria or by goods or services provided with regard to images that have yet to be provided to the service provider. Again, one of the important parts of the present invention is to be able to manage and organize images automatically on behalf of a customer. The providing of a floppy disk containing images that have been provided on a roll of film is nothing more than placing an order for a particular type of goods or services. At the time of placing of the order, the service provider has everything necessary to fulfill the order, whereas in the claimed invention, this is not the case. Further, there is no teaching or suggestion in any of the cited references that the predetermined criteria comprise a time period. What the Examiner refers to with regard to PhotoNet restoring images for up to 30 days is merely directed to the time frame in which the images will be maintained on the data base. For a small monthly fee this time may be extended (see page 16/17 of Exhibit A). At the end of the time period, the images will simply be deleted. There is no teaching or suggestion of providing a goods or services upon reaching that criteria. In fact, the prior art teaches the elimination of providing goods and/or services as the images are no longer stored. Further, there is no teaching or suggestion of registering unique IDs with respect to film or rolls as set forth in dependent claim 5.

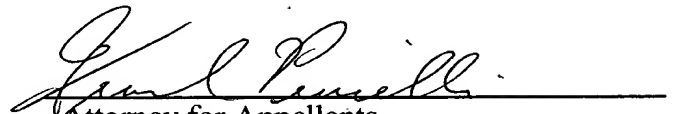
## **Summary**

In summary, Applicants respectfully submit that the claims in the present invention are patentably distinct over the cited prior art.

## **Conclusion**

For the above reasons, Appellants respectfully request that the Board of Patent Appeals and Interferences reverse the rejection by the Examiner and mandate the allowance of Claims .

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Frank Pincelli", is written over a horizontal line.

Attorney for Appellants

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Enclosures

If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.

## **Appendix I - Claims on Appeal**

1. A method for automatically providing at least one goods and/or service by a service provider with respect to a plurality of customer provided images, comprising the steps of:

providing a database by said service provider for storing digital images with respect to a customer account that is accessible by said customer over a communication network;

providing at least one image on behalf of said customer to said service provider that is stored on said database and is associated with said customer account; and

automatically providing a goods and/or service to a recipient designated by said customer incorporating said at least one image stored on said database after reaching a predetermined criteria established with respect to said customer account prior to receipt of the images by said service provider that are required to provide said goods and/or service.

2. A method according to claim 1 wherein said predetermined criteria is a predetermined time period.

3. A method according to claim 1 wherein said criteria is a predetermined number of images.

4. A method according to claim 1 wherein said at least one image is obtained from scanning a first roll of photographic film.

5. A method according to claim 1 wherein said defined source is a roll of photographic film, further comprising the step of providing an unique ID with respect to said first roll of photographic film.

6. A method according to claim 5 further comprising the step of registering said customer with respect to said unique ID that can be used in identifying said at least one image.

7. A method according to claim 6 further comprising the step of automatically providing a subsequent roll of photographic film in response to photofinisher receiving said first roll of photographic film for development.

8. A method according to claim 1 further comprising the steps of allowing remote internet access to said at least one image for review by said customer.

9. A method according to claim 8 further comprising the steps of providing computer software to said customer for allowing the customer to modify said at least one image prior to providing said product.

10. A system for organizing a plurality of images obtained from at least one image retaining device each having a unique ID, comprising the steps of:

a computer having a database of a service provider for storing digital images associated with a customer account of a customer which is accessible over a communication network by said customer and a management section for managing customer orders with respect to said customer account and said stored digital images, said management section capable of receiving and storing said unique ID and registering said at least one image retaining device to said customer account, said computer associating a particular goods and/or services for delivery to a recipient designated by said customer to images obtained from said at least one image retaining device prior to the receipt of the images required to provide said particular goods and/or services.

11. A system according to claim 10 wherein said computer forwards said stored digital images of said customer to a fulfillment center for providing of said particular goods and/or services upon reaching of a predetermined criteria.

12. A system according to claim 10 wherein said predetermined criteria comprises receiving images from a predetermined number of said at least one image retaining device.



13. A system according to claim 12 wherein said at least one image retaining device comprises a roll of photographic film.

14. A system according to claim 10 wherein said particular goods and/or service comprises providing a CD containing said images.

15. A system according to claim 10 wherein said particular goods and/or service comprises providing at least one album page containing said images.

16. A system according to claim 15 wherein said at least one album page includes a plurality of images on both sides of said album page.

77. A method for automatically providing at least one goods and/or service by a service provider with respect to a plurality of customer provided images, comprising the steps of:

providing a database by said service provider for storing said plurality images in a digital format with respect to a customer account, said account having associated therewith a criteria selected by said customer for providing at least one goods and/or service with respect to images to be later received by said service provider for storage on said database;

providing to said service provider at least one image on behalf of said customer that is stored on said database and associated with said customer account; and

automatically providing a goods and/or service incorporating at least one of said plurality of images to a recipient designated by said customer after reaching said predetermined criteria established prior to receipt of the images required to provide said goods and/or service..

78. A system for automatically providing at least one goods and/or service by a service provider with respect to a plurality of customer provided images, comprising the steps of:

a database by said service provider for storing said plurality images in a digital format with respect to a customer account, said account having associated therewith an criteria selected by said customer for providing at least one goods and/or service with respect to images to be later received by said service provider for storage on said database; said criteria including automatically providing a goods and/or service to a recipient designated by said customer incorporating at least one image plurality of stored image on said database after reaching said predetermined criteria.

## **Appendix II - Evidence**

Exhibit A – Photonet - Item U  
Exhibit B – Florida Times  
Exhibit C – Item Processing Report  
Exhibit D - Bloom

**photo**net.

u photonet

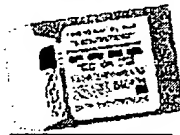


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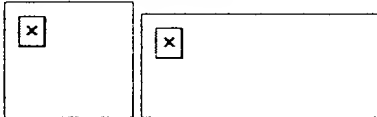
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2/17

3/17



## ONLINE PHOTOCENTER

Common Questions and Answers

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### INDEX

- [What is PhotoNet?](#)
  - [How do I get my film online?](#)
  - [How will I know when my photos are online?](#)
  - [How do I access my online roll?](#)
  - [How will my photos be presented to me?](#)
  - [How long are my photos kept online?](#)
  - [Can I allow others to see my photos and order reprints?](#)
  - [How are my photos stored on the Internet?](#)
  - [What file format are my photos stored in?](#)
  - [Can I enhance my photos?](#)
  - [What can I do with my online photos?](#)
  - [How do I e-mail my photos and what does it cost?](#)
  - [Can I download my photos and what does it cost?](#)
  - [Can I really order reprints and enlargements online?](#)
  - [What is the quality of the prints I order online?](#)
  - [What other products are available online?](#)
  - [How do I pay for these items?](#)
  - [How can PhotoNet save me money?](#)
  - [Are the online prices higher than those in the store?](#)
  - [What are the online service prices?](#)
  - [How can I see a demonstration of this service?](#)
  - [What is the difference between PhotoNet and other online companies?](#)
  - [How can my camera store become a PhotoNet Retailer?](#)
- 

## FREQUENTLY ASKED QUESTIONS

### What is PhotoNet?

PhotoNet provides consumers with a simple and convenient way to view, store, share, and enhance your photos on the Internet.

### How do I get my film online?

Take your film to the nearest [PhotoNet Retailer](#) in your area. Check the PhotoNet box on the film envelope and your film will be processed.

### How will I know when my photos are online?

You will automatically receive an e-mail (electronic mail) message when your

4/17

order is ready to be picked up. In addition, you will be given the film ID to access your online photos when you pick up your pictures and negatives.

**How do I access my online roll?**

You may access your photos by going to the Online PhotoCenter home page given to you by your local dealer. The location of this web site will be provided when you pick up your pictures, negatives, and access code. At the Online PhotoCenter site, you will be prompted for your name and access code. After these are verified, you will have access to the online images for your roll of film.

**How will my photos be presented to me?**

After verification of your name and access code, you will see a proof sheet that presents thumbnails (a small likeness of each full size image) of all the photos from that roll of film. You can view a full size version of an image by simply clicking on its thumbnail.

**How long are my photos kept online?**

Your photos will be online for 30 days. You will be notified by e-mail before your roll expires, and you can extend the life of the roll by purchasing long term storage.

**Can I allow others to see my photos and order reprints?**

Yes. Once you view the proof sheet, you can send others your access code and website address, so they can view your photos as well. They can also order reprints, enlargement, and novelty items.

**How are my photos stored on the Internet?**

Photos are stored on large servers in multiple locations. These computers are connected to the Internet and use Netscape Servers to provide World Wide Web access.

**What file format are my photos stored in?**

All photos are stored in a high-quality JPEG format. The photos you see on the Internet use a lower resolution to facilitate faster download times. The high resolution image is used to generate reprints and enlargements by your PhotoNet Dealer.

**Can I enhance/edit my photos online?**

Not yet, but soon. A PhotoNet plug-in for both Adobe PhotoShop and PhotoDeluxe 1.1 will be available soon. You will be able to download and edit your PhotoNet photos directly from these Adobe products. Other vendors with similar functionality will also be enabling their products with PhotoNet.

5/17

**What can I do with my online photos?**

PhotoNet allows you to email your photos to friends and family, download photos, and easily order reprints, enlargements, and gift items. Through arrangements with companies like Hewlett Packard, Adobe, and American Greetings, other offerings will soon be available which will work directly with your photos.

**How do I e-mail my photos and what does it cost?**

Simply select which photo(s) you want to send and who the recipients should be. The images are sent as JPEG attachments to your message. PhotoNet automatically adjusts the image size to accommodate sending via e-mail. This service is free.

**Can I download my photos and what does it cost?**

Yes, you can download one image at a time. You can download the entire set of images as a slide show as well. This service is free.

**Can I really order reprints and enlargements online?**

Yes. The sizes available depends on the PhotoNet Retailer. Most retailers offer 4x6 reprints, and some offer 3½ x5 as well. Enlargements of 5x7 and 8x10 are typically offered as well. The cost of these items depend on the retailer.

**What is the quality of the prints I order online?**

Comparable to the quality of standard reprints developed in the store. The high resolution image captured by PhotoNet retailers ensures that you receive a photographic print with all the detail and color you're used to from standard processing.

**What other products are available online?**

A variety of items are offered, including coffee mugs, hats, tee-shirts, sweat shirts, puzzles, neck ties, photo clocks, and other items. Some retailers offer software and equipment online as well. Products vary by retailer.

**How do I pay for these items?**

Again, this depends on the retailer. In general most major credit cards are accepted. You can pay at the store, although a credit card is still required to guarantee the order. All billing information is collected in a secure transaction with a Netscape Server, so your credit card numbers will remain private and confidential.

**How can PhotoNet save me money?**

You'll save time and energy by ordering items online and receiving them at your



6/17

home address. No more searching for negatives driving to the store to re-order and then driving back later to pick up your prints. In addition, reprints, enlargements, and photo gifts are just a click away for anyone who you have given access to your roll. Friends and relatives can order their own prints, without using you as an intermediary. Grandparents never had it so good!

### **Are the online prices higher than those in the store?**

Because all prices are set by the PhotoNet Retailer, the difference (if any) between the in-store price and the online price will vary. You will still receive your negatives, so you can always determine the best way to place your order. Watch for online promotions, which will save you money when ordering online. Prices vary upon PhotoNet retailers.

### **How can I see a demonstration of this service?**

Just follow our [demonstration link](#) to see an actual roll online. You can email or download these pictures, or order prints, enlargements, and gift items, the same as any PhotoNet roll. Your credit card will be charged for any orders you place.

### **What is the difference between PhotoNet and other online companies?**

PhotoNet Retailers produce high resolution image scans as opposed to the lower resolution images other companies provide. Low-resolution images are for faster screen viewing; high-resolution is used for reprints. With PhotoNet images, quality prints and photo gift items can be made. PhotoNet also provides many other uses including sharing photos with friends and family worldwide, sending personal photo greeting cards, and the ability to use your photos in online classified ads. PhotoNet is available with your traditional film development. You do not need to do anything special other than develop your film and check a box. You receive your photos and negatives back, but now you have digital copies online. Compare PhotoNet convenience and quality and you're bound to be impressed.

### **How can my camera store become a PhotoNet Retailer?**

Call PictureVision Inc. at (703) 733-0500 or (800) PHOTONET (746-8663) for more information, or send e-mail to [netpics@photonet.com](mailto:netpics@photonet.com).

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<a href="#">Homepage</a>	<a href="#">PhotoNet Demonstration</a>	<a href="#">How it Works</a>	<a href="#">See Your Photos</a>	<a href="#">Promotions</a>	<a href="#">Info</a>	<a href="#">Members</a>	<a href="#">FAQ</a>
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© PictureVision Inc.  
250-A Exchange Place  
Herndon, Virginia 20170  
(800) PHOTONET (746-8663)  
(703) 733-0500

[netpics@photonet.com](mailto:netpics@photonet.com)



This site is best viewed  
with Netscape Navigator

2/17



## PROMOTIONS



AMERICAN  
GREETINGS

**Add-a-Photo™ card - buy one, get one free.**

**Click here to find out how to take advantage of American Greetings buy one, get one free Add-A-Photo greeting cards!**



NETSCAPE



**Wolf Camera & Video Promotion - Free Upload.**



**Your Photos Online & Free MGI PhotoSuite Editing Software.**

### ABOUT PHOTONET

- Upload images from photos, negatives, and digital cameras.
- Distribute photos via E-Mail.
- Store and retrieve images.
- Catalog images.
- Archive images for up to 100 years.
- Easily order reprints and enlargements. Pick them up at a local PhotoNet retailer or have them mailed to you at home.
- Order speciality items such as personalized mugs, t-shirts, mouse pads and more with your photo.

[Homepage](#)
[PhotoNet Demonstration](#)
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[See Your Photos](#)
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Herndon, Virginia 20170  
(800) PHOTONET (746-8663)  
(703) 733-0500

[netpics@photonet.com](mailto:netpics@photonet.com)



This site is best viewed  
with Netscape Navigator

8/17

**RITZ CAMERA CENTERS****PHOTOS ON YOUR COMPUTER**

Best Viewed With

☐ Netscape 2.0

or

☐ Internet Explorer 2.0☐ Online PhotoCenter

Enter your name and the film number that you wish to view.

Name: Film ID:  [View Film](#)

Drop film off at a local developer or mail it to a development center.

Select the "PhotoNet" option, and the film will be loaded and available online. Your film is maintained online for 30 days. During that time, you can view your proofs, send your photos in email, and order personalized products with your photos.

Select here for a demonstration of the **Online PhotoCenter<sup>TM</sup>**.

☐ Retailers**Where to Send Your Pictures/Film**

**Enter here to find your nearest PhotoNet<sup>TM</sup> Retailer**

Bring your film to a PhotoNet<sup>TM</sup> Retailer and "pick up" your photographs over the Internet.

☐ Tools**Download programs to arrange and change your photographs**

Enter here and download software that allows you to arrange your photographs into slide shows and electronic albums, crop and change your photographs, and use your photos in many different ways.

☐ Comment**Send us your comments**

Please send us your comments and let us know what you think of the PhotoNet<sup>TM</sup> online services and products.

☐ ?**Enter here for help**

If you're ever confused by what that icons on the page mean, or what to do next, select this icon.

**RITZ CAMERA CENTERS**

RITZ CAMERA CENTERS 6711 Ritz Way Beltsville, MD 20705

(301) 419-0000 Fax: (301) 419-2995 Email: [kyle.doyle@ritzcamera.com](mailto:kyle.doyle@ritzcamera.com)

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9/17

[■ EXIT](#) [■ COMMENTS?](#) [■ HELP!](#)

ONLINE PHOTO CENTRE

## WELCOME

Welcome to the Black's Online Photo Centre!

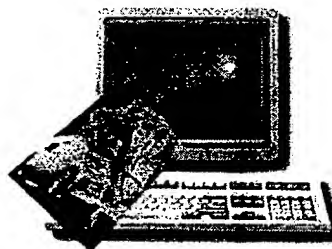
Enter your name and access code, then click the "View Film" button.

Name:

Access Code:  [View Film](#)

[Terms and Conditions](#) under which you may use this service.

Drop film off at a local Black's store. Select the "Scan to Internet" option, and your photos will be online for 30 days. During that time, you can view your pictures, send them in email, download them to your own PC, and order prints and personalized photo gifts.



For 30 days, you may download all your photos to your own PC, or keep them online longer for a small fee.

See a [demonstration](#) of the Online Photo Centre™.



You can [download](#) software that lets you arrange your pictures into slide shows and electronic albums, and crop, adjust the colours, and add special effects too!

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® Black's is a registered trademark of Black Photo Corporation

**photonet™**



10/17

Enter your name and access code, then click the "View Film" button.

Name:

Access Code:

If you're new to the Snap Shops Online PhotoCenter, click here for a quick demonstration

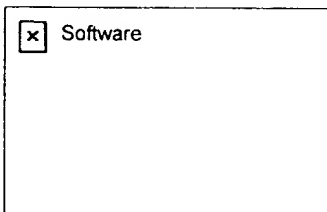
### Get Your Photos Delivered To You Over The Internet! Here's how it works:

The day after we receive your film, we'll process it and send you an e-mail message containing your film's secure Access Code to let you know that your prints are ready. Your regular prints and negatives will be mailed back to you the same day.

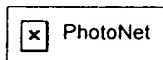
Your film will be stored in the Snap Shops Online PhotoCenter for 30 days. During that time you can view your proofs, send photos by e-mail, and order unique personalized photo products and reprints. You can also download the images to floppy disk or to your hard drive.

And it's easy to share your pictures with friends and relatives ... just give them your access code, and they can also view the photos and order reprints, enlargements and photo products of the pictures they want!

Just drop off your undeveloped roll of film at any Snap Shops location and we'll take care of the rest. Your prints will be ready as you specify. We need the negatives to process your roll on the Internet. You can pick up your negatives at the store in 3 days or we'll mail them to you -- your choice.

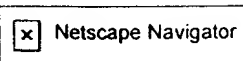
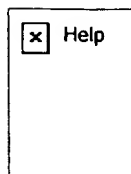
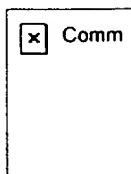


**FREE SOFTWARE:** Click here to download software that allows you to arrange and change your photos. You can make slide shows, electronic albums, crop and change your photos for use in other software programs and e-mail.



Snap Shops is proud to be part of the PhotoNet family. PhotoNet is a group of photofinishers dedicated to bridging the worlds of traditional and digital photography. To find out more about the PhotoNet, go to <http://web.archive.org/web/19980522140953/http://www.photonet.com/>

11/17



Best Viewed With

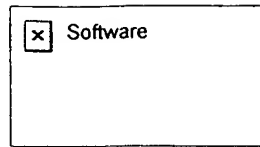
---

**Snap Shops 1-Hour Photo**  
14 Stores in the Metro D.C. area.  
Main Office: 301-937-5300 x313  
Hours: M-F 9:00-5:00 EST

**SNAP  
SHOPS  
1-HOUR  
PHOTO**

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12/17



Disclaimer: Use of the freeware and shareware listed below is only permitted within the limitations set forth by the authors and owners of the freeware and shareware packages. Snap Shops and PhotoNet<sup>TM</sup> are not responsible for any damage or other undesired behavior of these packages due to their installation and use.

---

## Free Software for Windows

### WinMorph 1.6

WinMorph is a graphical morphing package for Windows.

## Shareware for Windows

### LView Pro

LView Pro is an image file editor for Windows 95 and Windows NT 3.5.1. It loads/saves image files in: JPEG JFIF, GIF 87a/89a, TIFF, Truevision Targa, Windows and OS/2 BMP, ZSoft's PCX, and PBMPLUS' PBM, PGM and PPM formats.

### PaintShop Pro

Paint Shop Pro is the complete graphics program for image creation, viewing, and manipulation.

---

## Shareware for the Mac

### JPEGView 3.3.1

JPEGView, is a flexible image utility designed to allow quick, high-quality viewing of the most common image formats, including JPEG, JFIF, GIF, PICT, Baseline and LZW-compressed TIFF, Windows BMP, StartupScreen, and MacPaint. JPEGView can also convert between QuickTime JPEG and JFIF-standard JPEG files. Version 3.0 added a number of substantial new features, including full AppleScript support, new high-quality dithering routines, a greatly improved slide show, floating windows, etc.

### Show! 1.0.3

Show!, allows you to manage sets of previews (otherwise known as 'thumbnails') very much like what one would do with slides on a backlit table. The previews are taken or created from original image files that you have located somewhere on your file system. Once Show! has imported or created the previews you can arrange them, move or copy them between documents, or pass the corresponding originals onto JPEGView for a slide show or to simply open the original images for full-scale viewing.

### Transparency 1.0

Transparency, allows you to designate one color in a GIF image which is to be treated as transparent. The upshot of this is that the background over which the image is plotted will show

13/17

through all the pixels of the designated transparent "color." The primary need for such a capability is in HTML documents, where images are plotted against the arbitrary background (usually some shade of gray) of a Web client's window. If the background color of your image doesn't happen to match the background color of a user's Web client, it doesn't look good at all. However, by filling the background of your image with a unique (and hopefully low-key) color and then designating that color as transparent, the problem is solved and your graphic meshes cleanly with the background of any user's Web client. Note, though, that not all Web clients currently support transparent GIFs. For the Macintosh, transparent GIF support debuted in version 1.0a2.1 of MacWeb, and version 2.0a3 of NCSA Mosaic Mac.

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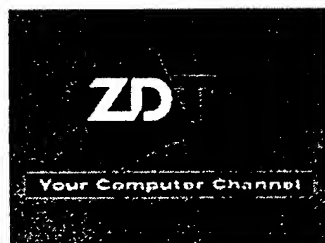
14/17



Welcome to the Mystic Online PhotoCenter. To view your pictures enter your Name and the Access Code of the roll you wish to view and click the "View Film" button:

Name:   
Access Code:

If you're new to the Mystic Online PhotoCenter, click here for a quick [demonstration](#)



[Enter the ZDTV Be-A-Star contest.](#)

---

**Get Your Photos Delivered To You Over The Internet! Here's how it works:**

Use one of our postage-paid film mailers to send your 35mm film to Mystic Color Lab for developing. Just fill out the mailer, indicate Internet delivery and include your e-mail address. Then, pop your film and payment in the envelope and drop it in the mail...it's that easy!

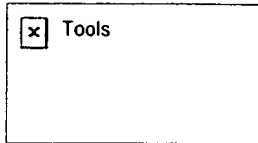
The day we receive your film, we'll process it and send you an e-mail message containing your film's secure Access Code to let you know that your prints are ready. Your regular prints and negatives will be mailed back to you the same day.

Your film will be stored in the Mystic Online PhotoCenter for 30 days. During that time you can view your proofs, send photos by e-mail, and order unique personalized photo products and reprints. You can also download the images to floppy disk or to your hard drive. And it's easy to share your pictures with friends and relatives ... just give them your access code, and they can also view the photos and order reprints, enlargements and photo products of the pictures they want!

**To get started just click here and we'll send you free postage-paid Mystic film mailers.**

**FREE SOFTWARE:** Click here to download software that allows you to arrange and change your photos. You can make slide shows, electronic albums,

15/17



crop and change your photos for use in other software programs and e-mail.

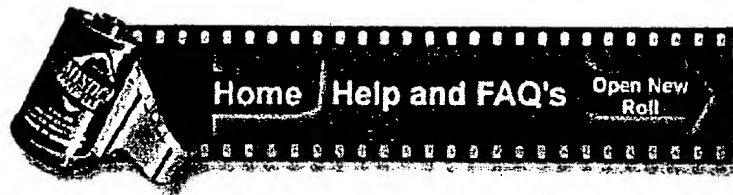


Comments or  
Questions?

Please e-mail us. We want to know what you think of the Mystic Online PhotoCenter and we're happy to answer any questions you may have about Mystic Color Lab or the PhotoNet network.



Mystic Color Lab is proud to be part of the PhotoNet family. PhotoNet is a group of photofinishers dedicated to bridging the worlds of traditional and digital photography.



*Mystic Color Lab*

*Mason's Island Rd,*

*P.O. Box 144, Mystic, CT 06355*

*<http://web.archive.org/web/19980709015743/http://www.mysticcolorlab.com/>*

*1 (800) 367-6061*

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16/17



## Our Products

[PhotoNet Online] [PhotoNet Disk] [PhotoNet Index Print]

**photonet**  
Online

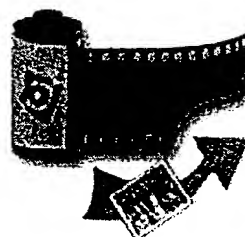
### How it works?

1. **Drop off your film** at your participating PhotoNet Retailer in your area. The entire roll of photos are uploaded to a secure PhotoNet® website & you receive an access code.
2. **Logon with your personal access code, and:**
  - View your photos online, download them and print them at home.
  - Order reprints, enlargements & gifts. Have them mailed to you or anyone else you want or send to your favorite store for pick up.
  - E-mail photos to others for *FREE!*
  - Share your access code with friends and family, so they can order online.

Photos are online for 30 days; you can extend the time for a small monthly fee.



Click here  
to Try Our Demo...  
its *FREE!*



Download  
Photos



Add-a-Photo™  
Cards



Order  
Prints



Gifts

### Fun things to do!

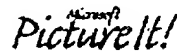
1. **Enhance & fix your photos** in a PhotoNet compatible image editing program.
  - Enhance your photos with a border or add them to a collage or card.
  - Fix your photos by removing red-eye or crop & zoom.
2. **Print a high quality edited photo:**  
When you have finished editing your photos or creating a collage, upload the photo back to the PhotoNet and order prints or enlargements from your photofinisher.

### PhotoNet Enabled Software



Adobe

Adobe  
PhotoDeluxe



Microsoft  
Picture It!

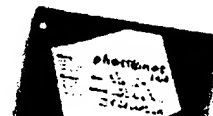


MGI  
PhotoSuite

**photonet**  
Disk

### Your entire roll of photos on a 3 1/2" diskette

- No additional viewing software required
- Can store and view photos, or e-mail photos to others



Home Products Partners Why Digital? For Photofinishers About PictureVision

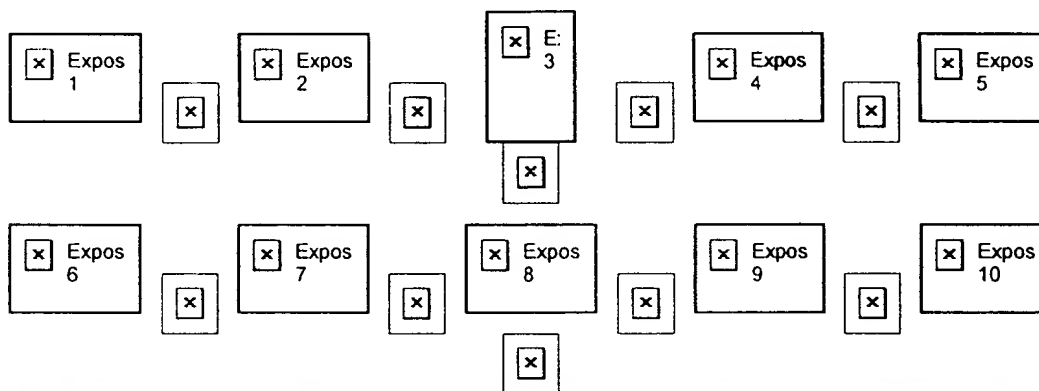
☐ View PhotoIndex

John Doe -- Access Code 126 --  
10 photos

You can share your photos with friends and family...free!

Click any photo to enlarge it  
or choose an option from the menu at the bottom of the page.

Choose a size:    Small    Medium    Large



Grouping your online rolls makes them easy to find. If you would like to group another roll with this one, type the other roll's Access Code and press the button!

Access Code: 

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## Exhibit B

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**New development: Web photos**

*Florida Times Union; Jacksonville; Aug 9, 1998; Ed Stansel, Tech Talk editor;*

**Sub Title:** [CITY Edition]

**Start Page:** H-3

**Abstract:**

*Of course, you'll want to share your vacation snapshots with relatives and friends. But before you order duplicate prints, search the film envelope for another option: digital photos.*

*Check the appropriate box and, for about \$5 extra, you'll receive not only the usual prints and negatives, but an online photo album accessible by anyone on the Web -- that is, anyone to whom you've provided your secret code.*

**PhotoNet** ([www.kodak.photonet.com](http://www.kodak.photonet.com)) now reaches more than 30,000 processing locations, including [Albertson's](#), [Eckerd](#), [Kmart](#), Target, [Publix](#), [Walgreen](#) and Wolf Camera and Video stores in the Jacksonville area. **PhotoNet** service also is offered by mail-order processors Mystic Color Lab and York Photo Labs.

**Full Text:**

*Copyright Florida Times Union Aug 9, 1998*

Summer is winding down, leaving us with vacation memories, lingering sunburns, well-worn credit cards and rolls of film awaiting processing.

Of course, you'll want to share your vacation snapshots with relatives and friends. But before you order duplicate prints, search the film envelope for another option: digital photos.

Check the appropriate box and, for about \$5 extra, you'll receive not only the usual prints and negatives, but an online photo album accessible by anyone on the Web -- that is, anyone to whom you've provided your secret code.

And if Aunt Edna in Albuquerque sees a picture she likes in the Internet album, she can order a print herself -- with her own credit card.

While the digital photo option isn't available at all film drop-off locations, it's bound to become more commonplace as [America Online](#) rolls out its "You've Got Pictures" service to its 12.5 million members this fall.

"You've Got Pictures" will be offered through **Kodak PhotoNet**, whose services currently are available to all Internet-connected consumers.

**PhotoNet** ([www.kodak.photonet.com](http://www.kodak.photonet.com)) now reaches more than 30,000 processing locations, including [Albertson's](#), [Eckerd](#), [Kmart](#), Target, [Publix](#), [Walgreen](#) and Wolf Camera and Video stores in the Jacksonville area. **PhotoNet** service also is offered by mail-order processors Mystic Color Lab and York Photo Labs.

**PhotoNet** was created in March when **Kodak** bought a majority stake in PictureVision Inc. and merged it with its own, smaller Web photo service. Some processing envelopes still bear the old name, **Kodak Picture Network**.

While **Kodak** dominates the online picture business now, it's getting some competition from its archrival, **Fuji Photo Film**. **Fuji** launched its Fujifilm.Net service ([www.fujifilm.net](http://www.fujifilm.net)) in February in California and New York and plans to roll it out nationwide next month at outlets including **Wal-Mart**.

Both services charge about \$5 to scan a 24-exposure roll of film -- a process that adds a few days to the normal developing time.

Customers receive their secret access codes when they pick up their prints. Anyone who has the code can view the pictures online, download photos to their hard drives, send photos via e-mail and order reprints or even T-shirts and coffee mugs decorated with their favorite photo. No one can access the pictures without the authorization code.

Both **PhotoNet** and Fujifilm.Net store photos on the Web for 30 days and charge extra to keep them online longer.

**PhotoNet** requires no special software to personalize online photo albums, including adding or removing pictures and writing captions for each photo.

Fujifilm.Net users download the free Fujifilm Album software to organize their pictures and post their albums on the Web.

A similar service, PhotoMail is offered by Seattle FilmWorks via mail order ([www.filmworks.com](http://www.filmworks.com)).

Terri Demski of Middleburg said she recently used FilmWorks to view photos her sister-in-law had taken and was impressed with how easy it was to download photos and arrange them using free photo-album software.

"I always hate the task of sorting through the photos -- which ones are for Grandma, Mom, aunts, etc. -- and this way everyone can view them and store them in an album on their computer," Demski said.

Many processors also offer the option of having pictures scanned and transferred to floppy disk or **CD-ROM**.

#### **[Illustration]**

Photo; Special Photo: (b/w) **Kodak PhotoNet** lets users view pictures, download them and order prints.

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Publisher Information

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Abstract , Full Text

**CD-ROM GAINING ACCEPTANCE AMONG PROCESSORS Technology Faces Tough Competition From Internet Distribution**

Item Processing Report. Potomac: Jun 18, 1998. Vol. 9, Iss. 12; pg. 1

&gt;&gt; Jump to full text

Publication title: Item Processing Report. Potomac: Jun 18, 1998. Vol. 9, Iss. 12; pg. 1  
 Source Type: Periodical  
 ISSN/ISBN: 10485120  
 ProQuest document ID: 33975235  
 Text Word Count: 1199  
 Article URL: [http://gateway.proquest.com/openurl?ctx\\_ver=z39.88-2003&res\\_id=xri:pqd&rft\\_val\\_fmt=ori:fmt:kev:mtx:journal&genre=article&rft\\_id=xri:pqd:did=00000003](http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=00000003)

**Abstract** (Article Summary)

"More than 13,000 check images, including the front and back, can be stored on a single CD," says Bob Kirk, president of Enterprise Consulting, based in Plano, Texas. Customers can receive all their check images on a daily, weekly, or monthly CD, Kirk says.

While CD-ROM distribution of check images has been around for two to three years, it has gained wide acceptance in the last year, Kirk says. Kirk estimates that one-quarter of the national corporate banks are using CD-ROM distribution of check images for their large customers.

Kirk attributes the increasing acceptance of CD-ROM distribution to the drop in the cost of producing CDs. "A blank CD used to be \$20, now it's about a buck. Two years ago, CD burners (which write code to blank CD-ROMs) capable of creating one CD at a time were \$2,000 to \$3,000 a piece. Now, an automatic system capable of burning 50 CDs and labeling them all at once costs \$6,000 to \$7,000," Kirk says.

Full Text (1199 words)

Copyright Phillips Business Information Corporation Jun 18, 1998

With its low infrastructure, development and implementation costs, CD-ROM distribution is promising to become the next favorite tool of the item processing executive. But don't tie all your growth strategies to CD-ROMs just yet.

The nation's largest banks, and even small financial institutions that process checks for large corporate customers increasingly are turning to CD-ROM distribution of check images.

"More than 13,000 check images, including the front and back, can be stored on a single CD," says Bob Kirk, president of Enterprise Consulting, based in Plano, Texas. Customers can receive all their check images on a daily, weekly, or monthly CD, Kirk says.

"This is the easiest method of storage for most customers. Most companies already have personal computers with CD-ROM drives, so no additional capital investment is required," says Kirk.

While CD-ROM distribution of **check images** has been around for two to three years, it has gained wide acceptance in the last year, Kirk says. Kirk estimates that one-quarter of the national corporate banks are using CD-ROM distribution of **check images** for their large customers.

#### Drop In Costs

Kirk attributes the increasing acceptance of CD-ROM distribution to the drop in the cost of producing CDs. "A blank CD used to be \$20, now it's about a buck. Two years ago, CD burners (which write code to blank CD-ROMs) capable of creating one CD at a time were \$2,000 to \$3,000 a piece. Now, an automatic system capable of burning 50 CDs and labeling them all at once costs \$6,000 to \$7,000," Kirk says.

"The old style 'one at a time' CD burners are just a few hundred dollars now," Kirk adds.

#### Is The Internet Next?

But don't plan your entire business around these disks, warn some industry observers. CD distribution may be bypassed by an even newer method of distribution - Internet access to **check image** archives.

Many of the vendors selling CD production systems to financial institutions also are developing systems that allow Internet or direct dial-up access.

Smaller companies that might not need to use all the storage capacity of a CD for their **monthly** check cycle could be served by Internet access, and not have to bother with handling and storing CDs, Kirk says.

One-quarter of the banks offering CD distribution also are offering Internet or direct dial-up access, Kirk estimates.

Under the CD distribution model, the customer is charged a **monthly** service fee plus a cost per CD, usually on the order of several dollars per CD. With the Internet access model, the customer is charged a **monthly** service fee plus fees per **check image** accessed over the Internet. The per-check access fee is much less than the cost of a CD.

Kirk cites this as an example of "following the  Gillette philosophy - don't charge for the razor (in this case, the CD), charge for the blade (the **check image** accessed over the Internet)."

Adoption of the Internet access technology will be slowed by the absorption of corporate MIS resources devoted to the Year 2000 problem, Kirk says, but he foresees a more rapid adoption in later years.

Some vendors already are placing their bets on Internet access. IA Corp., a vendor of CD **check image** delivery systems, sells a **check image** archive system that allows access to billions of images over the Internet, including **check images** and other cash management documents.

Corporations likely will choose to scan their stored physical checks and place them in online archives, says Thierry Leger, an IA spokesman.

With 50 billion paper checks still being written per year (despite the availability of electronic financial transactions), approximately 350 billion **check images** must be stored because corporations need to save checks for seven years.

After digital imaging of current checks and scanning of stored checks for large corporate customers, the next frontier for check processing is the individual banking customer.

Within a few **months**, some banks will give individual retail customers the option of viewing images of their canceled checks over the Internet, rather than having the physical canceled checks mailed to them and stored at home, Leger predicts.

Improvements in imaging technology allowing for high-resolution, gray-scale images is making this option



## Exhibit D

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**Abstract** (Article Summary)


So you can't quite make that roll of snapshots from last month's vacation fit into your computer, or onto a T-shirt to send Grandma for a present. Well,  [Sony](#) has some nifty new services to help at its ImageStation on **PhotoNet** (<http://imagestation.sony.com>).


A simpler, far cheaper approach, as you await the inevitable fall in price and rise in quality for digital cameras, is to use a service such as  [Sony](#)'s. Once your pictures are in a computer-readable format, cheap software such as Adobe's Photo Deluxe or MetaCreations' Super Goo will allow you to eliminate small flaws such as "red eye," apply a variety of special effects, even combine several photos into one composite shot.

ImageStation will either print your digital photos to high-quality paper, or convert film to digital format. The computerized pictures are returned by way of the Net, stuck in a private folder accessible from your Web browser for review and downloading.

**Full Text** (1286 words)*Copyright Daily News Sep 5, 1998*

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So you can't quite make that roll of snapshots from last month's vacation fit into your computer, or onto a T-shirt to send Grandma for a present. Well,  [Sony](#) has some nifty new services to help at its ImageStation on **PhotoNet** (<http://imagestation.sony.com>).

 [Sony](#) is one of a handful of companies offering development and digitization services for people trying to move their pictures back and forth between the real world and the computer one.

The easiest way, of course, is with your own digital camera, which will take electronic pictures that can be dumped

directly into a computer.

But even the cheapest and least of these costs a few hundred dollars, as much as a decent 35mm single-lens reflex camera. And the SLR camera offers far more filter and lens options and higher-quality pictures, assuming you keep your finger out of the shot.

A simpler, far cheaper approach, as you await the inevitable fall in price and rise in quality for digital cameras, is to use a service such as  Sony's. Once your pictures are in a computer-readable format, cheap software such as Adobe's Photo Deluxe or MetaCreations' Super Goo will allow you to eliminate small flaws such as "red eye," apply a variety of special effects, even combine several photos into one composite shot.

The finished products then can be printed out on inexpensive color ink-jet printers, or sent to  Sony or its competitors.

ImageStation will either print your digital photos to high-quality paper, or convert film to digital format. The computerized pictures are returned by way of the Net, stuck in a private folder accessible from your Web browser for review and downloading.

One handy feature allows the customer to create a public folder with some or all of the pictures, so friends and family can view or even order paper or electronic copies of the pictures. My technologically impaired father reported a series of problems downloading the shared folder, however, so you may instead choose to download them yourself and e-mail copies.

After 30 days online, you can pay a small sum to keep the folder available, though the smarter thing for the Net-savvy is to move the pictures to a personal Web site available free at any of the many Web locations offering free space to cyber-homesteaders.

ImageStation takes a couple of weeks to return developed pictures, a little less to return the easily downloaded digital versions. Printed versions of the electronic photos are fairly sharp, even on an inexpensive ink-jet printer.

And ImageStation also will print the photos on such things as coffee mugs, T-shirts and hats.

The service is competing with Seattle Filmworks, which has been providing digital photos over the Net for a few years now. The difference is that Seattle Filmworks always develops the film as slides or prints and charges a few dollars extra for digital copies.

ImageStation provides the option of having the pictures only digitized, with no negatives or printed versions.

Another difference is that Filmworks' pictures are in a proprietary format it claims is quicker to download and more compact than the widely used, Internet-friendly JPEG format that  Sony has used.

Filmworks provides a free small program called Picture Works that organizes the photos into albums and slide shows and can convert them to more common formats, which in turn can be converted to JPEGs with another program.

Filmworks also sells an array of other inexpensive programs, including editing, retouching and publishing titles, for \$29.95 to \$39.95.

Another program, Photoworks Composer, comes with templates to create personalized greeting cards, calendars, stationery and more that can then be uploaded to Seattle Filmworks for printing.

Filmworks' prices are competitive and also give the option of returning the digitized pictures on a floppy disk instead of through the Internet. The company also sends a free roll of film with each roll it develops.

Filmworks will send you two free rolls of film for trying out their service; just check the Web site at [www.filmworks.com](http://www.filmworks.com) for more information.

And for other photo-based gifts, you also can try Reliance Color Labs in Swansea, Mass., ([www.reliancecolor.com/](http://www.reliancecolor.com/)). The longtime photo-developing house will turn your pictures into cards, calendars, watches, wall clocks, puzzles, placemats, mouse pads and shirts.

#### 'Use Sunscreen'

It may be the oddest little song on radio these days, but I love it. And it comes with its own Internet hoax hook for extra juice. The song is "Everybody's Free (To Use Sunscreen)," and has been popping up on KCRW-FM (89.9) playlists and a few other places.

The heart of the song is a wonderfully whacked fake graduation speech that originally was a column by Chicago Tribune writer Mary Schmich. Somehow, the Internet claimed the column for its own, transmuting it into an alleged speech by novelist Kurt Vonnegut to graduates at [MIT](#).

The speech, read by Tim Perry over wonderful dance music, includes some great nuggets of wisdom, such as: "Don't worry about the future, or worry but know that worrying is as effective as trying to solve an algebra equation by chewing bubble gum. The real troubles in your life are apt to be things that never crossed your worried mind." and "Do not read beauty magazines, they will only make you feel ugly."

The song was put together by Quindon Tarver and appeared in director Baz Luhrmann's film "Romeo + Juliet." More recently, the eclectic Luhrmann included it in a wildly diverse collection of music from his films, plays and opera work called "Something for Everybody." Check it out.

#### An Internet-athon?

It was inevitable, probably, but now the Muscular Dystrophy Association's annual Labor Day Telethon, hosted by Jerry Lewis for 33 years now, is being carried on the Internet for the first time at the organization's Web site ([www.mdausa.org](http://www.mdausa.org)).

The telecast begins at 6 p.m. Sunday and runs for 21-1/2 hours and is TV's most successful fund-raiser, bringing in \$50 million last year to finance research on a series of wasting diseases such as myasthenia gravis, amyotrophic lateral sclerosis and polymyositis, as well as muscular dystrophy itself.

#### Chatterboxes

You may not spend much time on the Internet in chat rooms, but someone sure is.

Chatting ranks third behind information searches and e-mail as the most-used activities on the Net, according to Myra Stark, a senior vice president and director of knowledge management and consumer insights at Saatchi & Saatchi Advertising in New York.

And chat rooms consume 26 percent of all the time spent on the Net, according to Stark. So if you do use chat rooms, take heart. You really aren't alone.

And that chat is taking people away from their television screens, according to a study by [Nielsen Media Research](#) that was commissioned by [America Online](#). [Nielsen](#) surveyed about 4,700 households that use its People Meters and found that those with Internet access spent about 15 percent less time watching television.

A study last year of Internet users said the television was the activity they were most likely to reduce while on the Web. Though [AOL](#) used the most recent study to tout itself as a place for advertising targeting wealthier households, the real question will be what this all means for the rapidly diminishing market share of network television.

[Nielsen](#) also reported that 79 million people are now using the Internet, a 36 percent jump in just nine months. For the first time, more than half the people between 16 and 34 are using the Internet as well, [Nielsen](#) reported. And 13 million people above the age of 50 are using the Internet.

**[Illustration]**

Photo; Caption: PHOTO: no caption (ImageStation homepage)

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[< Previous](#) Article 18 of 67 [Next >](#)

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